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6-24-1976

MR. COFFEE®

America's leading coffeemaker is first again!

INTRODUCING THE REVOLUTIONARY NEW MR. COFFEE WITH THE EXCLUSIVE "COFFEE-SAVER"

Supplement to Home Furnishings Daily

June 24, 1976

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IT'S NEW!

MR. COFFEE®
MODEL MCS-1212 with the new exclusive **"COFFEE-SAVER"**

MCS-1212

Meet the Mr. Coffee 12 models. Beautiful new additions to America's No. 1 Selling Family of Coffeemakers. Contemporary new styling is merely one of the outstanding features of these models.

New and improved, fully automatic, the MCS-1212 features the revolutionary new "**COFFEE-SAVER**", and an increased brewing capacity of 60 ounces . . . 4 to 12 full cups of perfectly brewed coffee that can be prepared faster than any other coffeemaker.

At the top of the line, Mr. Coffee 12 model MCS-1212 will be appropriately priced for distribution through fine department stores everywhere. The Model MCS-1212 not only looks like a winner, it performs like a winner. It's exactly what you would expect from the makers of the famous Mr. Coffee Automatic Coffee Brewing System.

exclusive new **"COFFEE-SAVER"**

MR. COFFEE MODEL MC-1200 without **"COFFEE-SAVER"**

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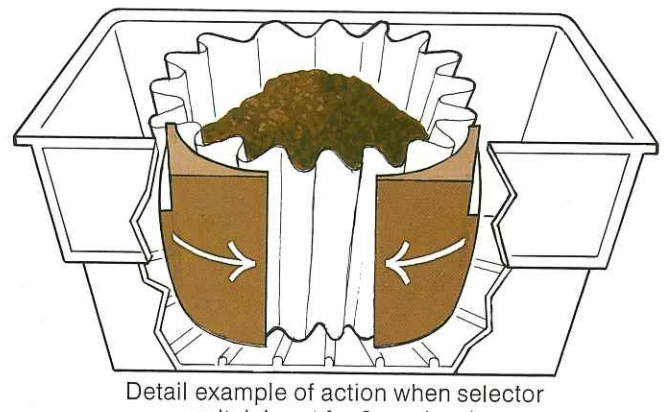
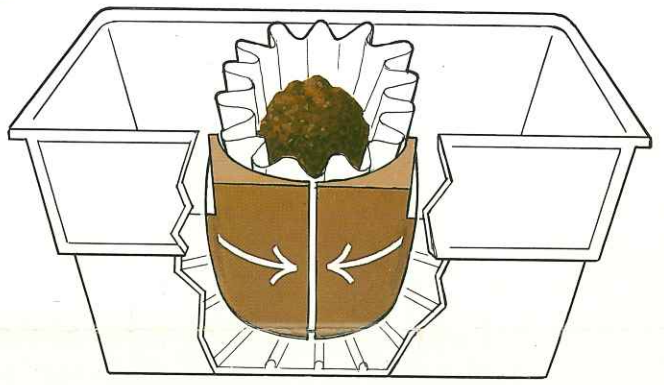
MR. COFFEE®

IS FIRST AGAIN!



Detail example of action when selector switch is set for 6 cup level.



Detail example of action when selector switch is set for 2 cup level.

THE "COFFEE-SAVER" STORY

Mr. Coffee's engineering breakthrough now enables your customers to make 2 delicious cups as easily as 12. The exciting, exclusive new **"COFFEE-SAVER"** saves money for them as it makes money for you!

Now, for the first time ever, there is a method of brewing that will actually save money by conserving the amount of ground coffee used in any given brew, whether you're preparing as little as 2 cups or as much as 12 cups.

With coffee prices increasing steadily, here is a very unique product story that you and your customers can really get excited about. Because **"COFFEE-SAVER"** means exactly what the name implies . . . no more costly waste from using unnecessary amounts of ground coffee.

With all other coffeemakers, the consumer often finds she has to measure in and brew more coffee than she will actually use, in order to get a decent tasting cup of coffee. That's because it is essential that the stack height of the ground coffee measured into the filter basket is sufficient to allow the proper flow-through of water during the brewing process. If the level of ground coffee in the filter basket is too shallow, which is usually the case when only 2, 3, or 4 cups are being brewed, water will pass through so quickly that proper extraction will not occur.

Recognizing the need to find a way to ensure peak extraction at any given level of brew, only Mr. Coffee engineered an ingenius method of regulating the stack height of the ground coffee in the filter basket.

The **"COFFEE-SAVER"** feature is simplicity itself. Setting the dial to the exact amount of coffee desired controls the spread and the height of the grounds in the filter by controlling the size of the Mr. Coffee filter basket. Coffee is always concentrated at the proper brewing depth, for perfect extraction with absolutely no waste.

The new and improved Mr. Coffee models with the **"COFFEE-SAVER"** always delivers full-flavored, perfectly extracted coffee every time . . . in every quantity . . . from 2 cups to 12 cups.

The exclusive **"COFFEE-SAVER"**.*. . only from Mr. Coffee. No other coffeemaker has anything like it!

*U.S. Pat. & Trademark applied for.

CB500A

MC-1A

CB600

"In a dynamic marketplace where the competitive environment is at its most challenging level, Mr. Coffee continues to dominate the coffeemaker industry and establish new frontiers of leadership."

VINCENT G. MAROTTA
President North American Systems, Inc.

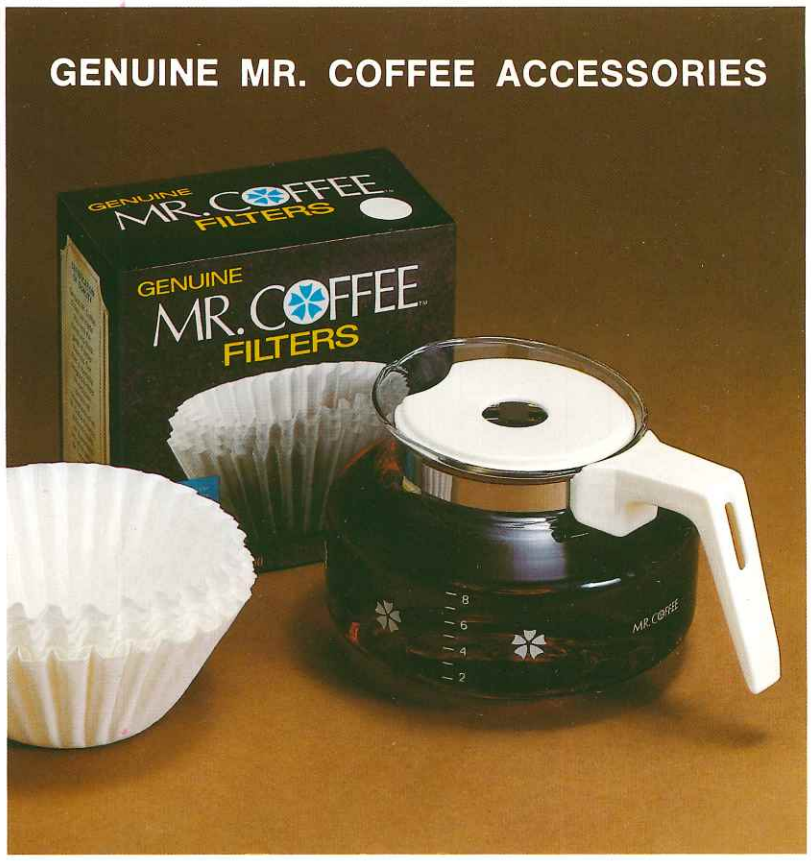
PRODUCT MIX. Reaching all classes of trade the family of Mr. Coffee Automatic Coffee Brewing Systems are all proven sellers . . . The No. 1 Selling Coffeemakers in America.

FOR THE CONSUMER. The reason-to-buy is simple . . . consumers have faith in the good name and the recognized superiority of Mr. Coffee. They want the best product available, and that's exactly what Mr. Coffee gives them.

FOR THE TRADE. We know what your business is all about. You want products that sell, and Mr. Coffee gives you products that sell the best.

PLUS PROFITS. With millions of Mr. Coffee owners already out there, and millions more to come, genuine Mr. Coffee accessories represent a business all its own! Genuine Mr. Coffee Filters and replacement decanters mean immediate and profitable repeat sales.

SUPPORT. Nobody pre-sells coffeemakers and filters the way Mr. Coffee does. We have the most comprehensive and competitive trade programs — and the most powerful consumer advertising campaign the industry has ever known. It means your customers are ready to buy now!



See MR. COFFEE® and Joe DiMaggio together at the Chicago Housewares Show. July 12-15, BOOTHS 1159-63.

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IT'S NEW!

MR. COFFEE®
MODEL MCS-200 with the new exclusive **"COFFEE-SAVER"**

MCS-200

The Model MCS-200 is part of the new generation of Mr. Coffee Automatic Coffee Brewing Systems that feature the revolutionary new exclusive "**COFFEE-SAVER**".

With new pricing to reflect the step-up appeal of this model, the MCS-200 will be available to all classes of trade.

This new and improved version of the famous Deluxe Mr. Coffee Automatic Coffee Brewer is sure to add greater depth in placement, sales, and profits.

exclusive new **"COFFEE-SAVER"**

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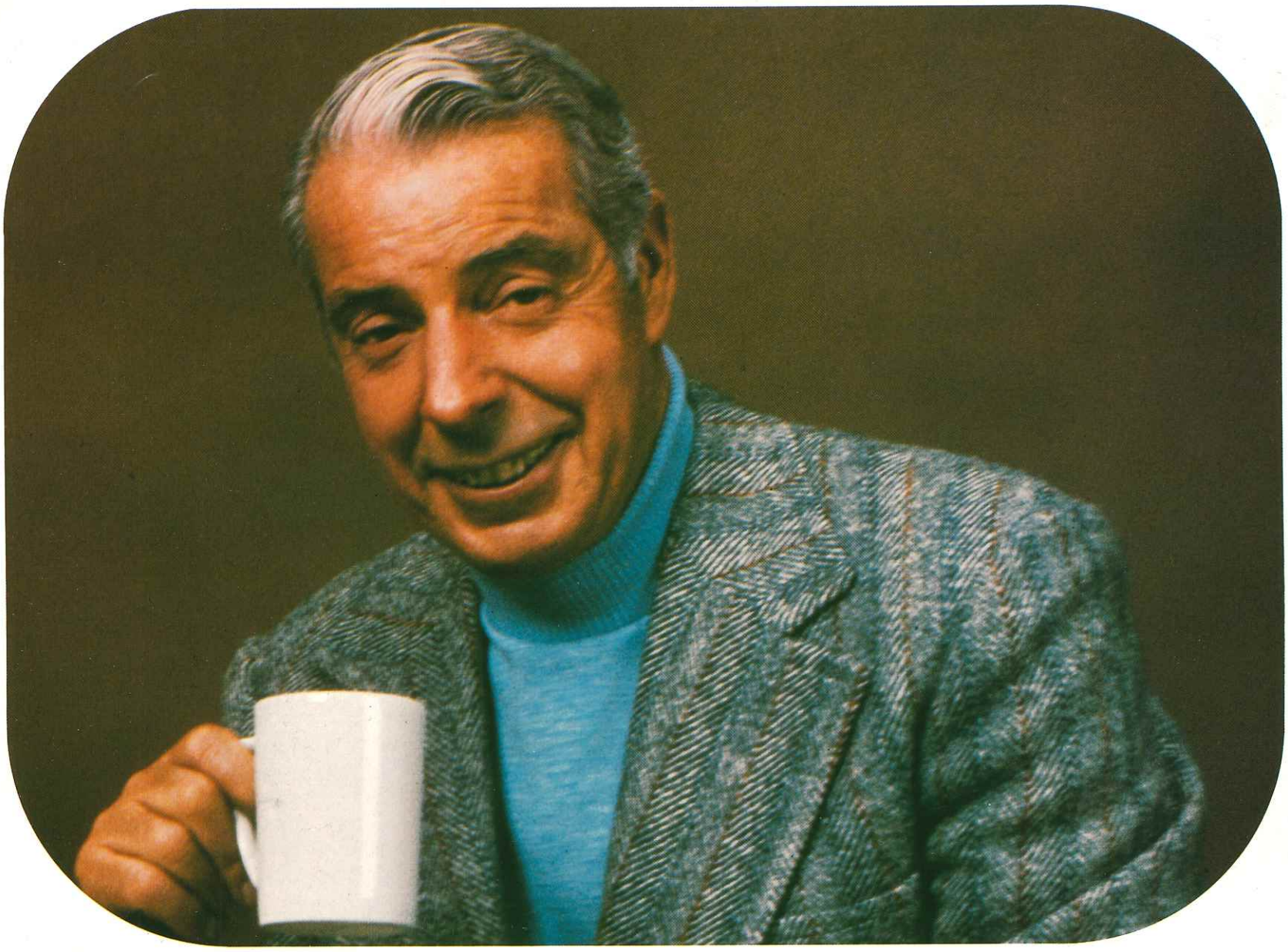
MR. COFFEE MODEL MC-1A without **"COFFEE-SAVER"**



When Joe DiMaggio talks about MR. COFFEE® America listens (and buys).

In 1976, Mr. Coffee advertising will reach more people, more often than any other coffeemaker in the world.

It is the greatest show of advertising strength Mr. Coffee has ever put behind its products, and bigger than anything the industry has ever seen.

With this kind of support, no wonder Mr. Coffee continues to completely dominate the entire coffeemaker industry.

The pressure isn't going to let up either, because Mr. Coffee will be steamrolling into the Fall season with an awesome schedule of hard-hitting commercials running in the best programming television has to offer.

PRIME TIME NETWORK TELEVISION. Commercials featuring the legendary Joe DiMaggio will be delivering literally billions of sales impressions into homes all across America in such outstanding shows as:

BIONIC WOMAN • KOJAK
STARSKY & HUTCH • BARNEY MILLER
M.A.S.H. • STREETS OF SAN FRANCISCO
NETWORK SPECIALS
WORLD PREMIERE MOVIES
RHODA • BARETTA • . . . AND MUCH MORE!

DAYTIME NETWORK TELEVISION. A continuing year-long schedule running in the most popular daytime shows on all 3 networks.

. . . PLUS

- NEWSPAPER
- CO-OP
- MAGAZINE
- TRADE

Nobody pre-sells coffeemakers and filters the way Mr. Coffee does, and that's just one more reason why Mr. Coffee is America's No. 1 Selling Coffeemaker.

MR. COFFEE®

NORTH AMERICAN SYSTEMS, INC.
24700 Miles Road, Bedford Heights, Ohio 44146 (216) 464-4000

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